MOTOR CAR BUSINESS

And Should Attract the Best of Young Men Workers.

REEVES'S

Chamber of Commerce General Manager Tells of Industry's Points.

By ALFRED REEVES. eral Manager Automobile Cham

ung men of ambition are in demand automobile industry and opportunities for them are even more attractive han ever. The making and marketing of 400,000 cars a year is a big business, to nothing of the care and maintenance of 1,200,000 cars now in use, while for man who can make improvements. se economical manufacturing methods and conceive more sufficient selling plans the field is almost unlimited. The lack of thoroughness in their work is the greatest weakness of the men now empleyed in the industry.

motor cars last year and every year for the past ten there are many who claim that (a) absorption point should soon be that (a) absorption point should soon be reached. For example, last year some \$400,000,000 worth of cars were sold, yet the field is still large because of the great purchasing power of our people, the absolute need for more automobiles in this and the needs of the world at large, whose trade this country is certain to secure, as indicated by its present aggressive campaign, which gave us last year almost \$39,000,000 worth of foreign

There are more than 100 substantial concerns that are factors in the auto-mobile trade, practically all of which are mbers of the National Automobile amber of Commerce, the association lich I have the honor to represent, and th very few exceptions they are all lack of ability, are certain to ood cars a year for many years to come, which is the main reason why the young an should enter the trade.

It is an excellent business for the young man because it is not overcrowded, because it is really a man's business and because it offers an unlimited field for roung America's talents in any departmay select, whether engineering trusts, which some people seem to dividual business, and factories and the departments of factories seem to The business is strictly a

a machinist, a painter, an unt. For engineers and inventors a prortunity is offered, because the obile of to-day must undergo many changes in the outline of the

out by American engineers.

"In the manufacturing department of the business certainly there has been a pace set by Henry Ford which should be a necessary to take you to any point in that he has clearly proved what success comes with economical production. For one wishing to become a salesman the automobile business is equally prolific with its rewards, because it takes a substantial number of very good men to sell \$400.

The mooths. The salesman of the past has not been very hard pressed to sell his product, the ears having practically sold themselves, but now a real campaign of telling must be carried on and the good man will rise above the poor one." If one plans to become a chauffeur the calling is certainly of more than ordinary standing. The work is healthful and the selections are provided to real and the good man will rise above the poor one. "If one plans to become a chauffeur the calling is certainly of more than ordinary standing. The work is healthful and the selections are provided as a pleasure vehicle."

Where perfect fit in piston rings is lacking, detrimental consequences must competed to work its about so work will be about to work its way between dank thus power goes to waste.

The motorcycle needs no sarage, and the salewing of the salewing of the wijer of the mist of the ways read to take you to any point in thin in a twenty-five miller additional consequences must follow. First, compression is looking, detrimental consequences must follow. First, compression is looking to work its adverse and thus power goes to waste.

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chauffeur receives what we must consider a good salary. With the increasing num-ber of people buying cars that must be piloted by skilled men and with the high standing in which the good chauffeur is held and the need for so many more of them here is a field most attractive. A chauffeur must be of good habits, good th and good sense, which means good

conness in the various departments that go to make up a complete factory, whether it be purchasing, experimental, testing engineering, sales, manufacturing, accounting, costs or many others equally mportant.

Atop of all this we must also consider he commercial field, and by that I mean chicles for business use only, which is pening up in a manner that indicates a health prophet to predict that the time is to overy far off when the good old use will earned rest d become the pet rather than the slave civilization. While it has taken some as to change the figures, it is a first that the slave have a first to change the figures, it is a first to change the figures.

Our optimism too far, we hope that then we will even get out of the trainload class and will have a Reo railroad running direct from our Lansing factory to New York city, this road to be reserved exclusively for the shighten of automobiles.

"Last year Reo facilities produced forty cars a day. This year the facilities produced forty cars a day. This year the facilities produced forty cars a day. This year the facilities produced forty cars a day. This year the facilities produced to a state of prosperity" he sees no obtatic to a state of prosperity" he sees no obtatic to a state of prosperity" he sees no obtatic to a state of prosperity. The control of the Kissel out of the Kissel of the Kissel out of th o change the figures, it is a fact the big cities the horse traffic is off and the motor truck is taking to. Note the fact that the motor avels twice as fast, carrying twice i and occupying only half the which is equal to increasing the the streets three times.

other excellent reason why young should enter the automobile business at it is conducted on a great deal modern lines than some of the other. trades. The altruistic thought seems deeper among automobile manufac-than we have found it among some

th all these opportunities, and they opportunities, what must the young give in return? He cannot expect all these things without effort and out practice of those common sense nents of business which have proved the provided by the control of the world began it. winners since the world began. It without saying that he must be hon-because no man in his right mind the anything else with the increasstandard that business is setting ay. He must be industrious and t be a worker. He must be able astic, not blindly but always with ling in his heart that his business best thing in which he could be en-Above all things, let him keep in he word thoroughness. Of all the that have been committed in the abile business none has been so had carelessness of the average em-

and in some cases the carelessness

AUTOMOBILE SECURITIES.

A MAN'S VOCATION Ajax-Grieb Rubber Co com. Chaimers Motor Co com.
Chaimers Motor Co pf.
Firestone Tire and Rubber Co com.
Firestone Tire and Rubber Co of.
Garford Co pf. General Motors Co com Ceneral Motors Co pf... B F Goodrich Co com... B F Goodrich Co pf.... Goodyear Tire and Rubber Co com. Goodyear Tire and Rubber Co pf.... Gray & Davis Co pf. Hayes Manufacturing Co. elly-Springfield Tire Co com Kelly-Springfield Tire Cu pf Losier Motor Co com...
Losier Motor Co com...
Losier Motor Co com...
Maxwell Motor Co com...
Maxwell Motor Co 1st pf...
Maxwell Motor Co 2d pf...
Miller District Co 2d pf... Packard Motor Co of. Pope Manufacturing Co pf ...

Because of the tremendous sale of MOTORCYCLE NOW IS UNIVERSALLY IN USE

Covers Field as Bicycle Did, but With Less Personal Effort.

By GEORGE M. HENDEE, Hendee Manufacturing Company.

one of the greatest crazes ever known in the history of sport. This was bicycling. Young and old—rich and poor—man, woman and child—selzed upon this two just as we have failures in other stries. Nevertheless this country continue to absorb not less than 400,—machine for amusement and health. The era of the bicycle was an era of acquaintance with American out of doors to millions of people who otherwise would after a particular type of machine." have scarcely known the natural wonders and delights of their country.

This selfsame era is repeating itself to-day by means of the motorcycle. But with an undreamed of comfort and tenfold pleasure. Gone is the .atigue of pedalling up hills and against head winds -all the exertions of cycling have disappeared with its motorization. Likewi'e,

Fresh regions are constantly opening up to the motorcyclist; thousands upon thousands of miles of smooth State roads -macadamized and oiled-await his pref-

Not that a motorcyclist needs fine roads. Steep grades, sand, the narrow riding space, rough surfaces mean nothing to this machine. It has the power, control and comfort of an automobile—positire an article published in the Scientific features too little realized by those who have not given the motorcycle a careful American recently. Describing how the ure to make good and a summary dis-

res before it can be consid- Sixty-five miles on a gallon of gasolene, or 500 miles on a gallon of oil, are aver-age performances. Repair charges are correspondingly low. Official reports of cal changes in the outline of the correspondingly low.

the Detroit police metorcycle squad using the Detroit police metorcycle squad using the Detroit police metorcycles show the average cost and they must be created and worked of upkeep per machine to be \$2.18 for lacking.

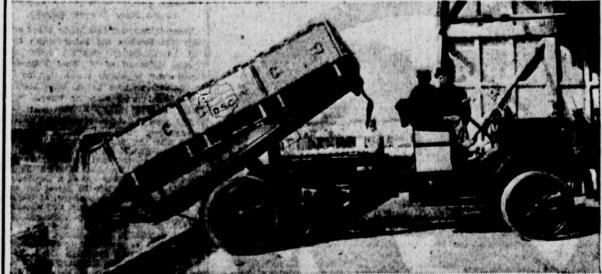
One To-morrow, Another Next Week,

Says Manager Ingersoll.

That a trainload of Reo automobiles will arrive in New York city on April 6 is the statement of R. E. Ingersoll, manager of Eastern branches of the Reo Motor Car Company. "Another trainload will arrive the following week," says Mr. Ingersoll. "In fact for some weeks to come we expect to handle a trainload a week in this territory. With trainload a which means good in operating cars where sometimes and determined to the statement of R. E. Ingersoll, manager of Eastern branches of the Reo Motor Car Company. "Another trainload fudgment, so necessary in operating cars in a city like New York, where sometimes quick decisions and rapid action alone avoid accidents.

"It will be seen, therefore, that in almost every department of the business, there are opportunities for young men. In car making the factories offer rare in the various departments that

Handling Ashes Cleanly a Big Municipal Problem



The difficulties and losses of time in the removal of ashes and garbage which are being considered here just now are designed to be taken care of by a new type of dumping truck developed through the cooperation of the White Company and the engineers of the New York Street Cleaning Department. The engineers are convinced that the most economical and correct type of vehicle has been evolved. Unlike other dump trucks, this one is built with an underslung frame. The holsting apparatus consists of the standard White power dumping m.chanism, ard White power dumping m.chanism,

LOZIER CAMPAIGN IS ON.

The new light four Loziers are com-

ing through fast and H. S. Houpt, the local distributer, has to have room. A score or more of various machines which he has taken in on trade as part payment have been put in the pink of condition and are to be offered at prices during the coming week designed to move every one of them.

The used car situation has not perturbed him, he says. The advent of the new Lozier has had the result, Mr. Houpt has not making the sale of the new cars

he wants under the actual market price. The stoppage of the leakage in profits through unwise trading is the ambition of every dealer, but as Mr. Houpt says, "this cannot be done unless you trade right, and the automobile merchant cannot trade right unless the public is keen

AN IMPORTANT ITEM

Within the Cylinder

Walls.

use piston rings to prevent the leakage of the high pressure games. To form these rings so that they will bear evenly on all parts of the cylinder while in operation

alls for expert designing."

Where perfect fit in piston rings is ecking, detrimental consequences must

carries its imperfections further by wearing and scoring the cylinder as soon as the least looseness develops.

The automobile owner who discovers his engine is deficient in the delivery of power, who has been worried over earbort.

Factory Resume Old

Status.

Discharge Them Per-

emptorily.

DETROIT, April 4 .- Conditions in the

plant have once more resumed their nor-

adding to the working force.

work are illustrated by several features. One of the most significant relates to the

men they are studying and learn to know the conditions under which they live and how they spend their time and money. If it is found that a man is not profiting by the additional money he is receiving he must prove that he can, or else he no

longer participates in the profit sharing

LOOKS FOR A SHORTAGE.

Silver Says This May Be the Case

by Mid-April.

"It has taken only a couple of days of sunshine to bring home to the automobile

sunshine to bring home to the automobile fraternity the fact that they are entering upon the greatest selling period ever." says C. T. Silver, the Overland and Peerless distributor. "From reports it looks as if most every one with a reliable car will have all the business he can attend to before the middle of April. In a few notable instances it looks as if there will be an actual shortage before the end of

be an actual shortage before the end of

the month. "With this in mind I have been stack-

ing up all the Overlands I could lay my

hands on the past two months. At the

THINGS ALL QUIET

AT THE FORD PLANT

after year. These sub agents go along all winter lining up prospects and when the touring season opens up they have not got the cars to supply demand that comes pouring in on them, due to the fact that they are not willing to take their just chance in carrying the load."

SHOULD BE CAUTIOUS, **NOW IT'S TOURING TIME** GENTLE WITH WORKERS

Foremen Are Not Permitted to Mothers Should Warn Children of Perils Likely to Come

From Cars.

vicinity of the Ford Motor Company's alluring it is quite important that mothers impress upon their children the mal aspect. No longer do thousands of necessity of looking in both directions surprisingly low n besiege the entrances on Manchester before venturing off the sidewalks, says avenue in the hope of securing positions William H. Stewart, Jr., of the Stewart Automobile School. under the new wage regime. They have

adds, "but in nine cases out accident is unavoidable, so automobilist is concerned. The The painstaking manner in which the new wage scale was evolved and the runs suddenly into the roadway, probably thorough way in which the entire plan is being fortified by elaborate follow up will admit that there are a work in the various departments and and owner is always on the lookout. The

dismiss a man. If the foreman of any gang finds that one of his men is not before the die of the street without seeing that the ned. way is clear."

finally come to realize that no such casual Power Losses Come With Leaks and haphazard method is being followed

SEES TREND TOWARD SMALLER ENGINES

Engineer Says Our Practise Will Follow Foreign

Lines.

GETTING TOO MUCH SIZE

That Is Because Fuel Is Cheaper Here Than It Is Abroad.

The question as to the lines of general development of American motors is one. Here our motors with few exceptions are characterized by large cylinders-bore stroke ratio, compressions, piston speeds and maximum output per pound being low and economy being almost neglected as a point to be striven for. Our shorterally met by the argument that fuel in this country is comparatively so cheap

that the matter is of minor importance.

Granting that there is some reason in this argument, it requires very little thought to realize that for two motor cars of given ability, but with a wide difference in motor size and weight and a corelated difference in weight of the complete car, the item of fuel economy is only one of a number making for low operative expense. As contrasted with the zeneral practice here the European manufacturers, notably the British, have gone to what perhaps appears to us the

gone to what perhaps appears to us the other extreme, and are building motors having aimost exactly opposite characteristics and from which they are getting outputs which a very few years ngo would have been considered impossible. and coupled with a fuel economy beyond anything with which we are familiar.

These results have been got by very large vaives and ports, the latter designed to give as smooth flow lines as possible, high compression and very high piston speeds, well above 3,000 feet. Such engines must be driven carefully if they are to give their maximum in service, piston speeds must be kept up if only a reasonably large power output is required and the motor must never be allowed to run on wide open throttle, but at low speeds. This means of course the gear changing will be much more frequent, and a change down will be required for any piece of bad road whether hilly or not.

to give good and long continued ser-vice and at an operating cost that is

June 4 Will Be Orphans' Auto Day

ORPHANS' DAY will be Thursday, June 4, and preparations are already under way. In order to convey all the 5,000 children on this tenth annual outing it will be necessary to get many cars; funds for hiring auto busses and motor trucks and to defray the cost of other necessities, such as flags, badges, car numbers, signs, goodies of various kinds,

literature, stationery, postage, &c. The first cash donation received for this year's outing was from S. A. Miles, just prior to his sailing for Europe last Saturday. Entry blanks may be obtained from any dealer along Automobile Row, or from the secretary of the association, A. L. Prindle, 7 East Forty-second street.

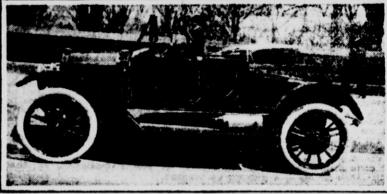
ever, there is one other thing that they absolutely demand. The occasional adjustment and periodic overhaul must be justment and periodic overhaul must be carefully done, and the ordinary methods of doing work which it is to be regretted are only too prevalent in the average garage repair shop will not do. A kick and a curse will not keep motors of this type in condition to operate satisfactorily. Each of these types has advantages peculiar to itself both from a manufacturing cullar to itself both from a manufacturing and operating standpoint, and the most comprehensive possible discussion of them comprehensive possible discussion of their is fully warranted. Given proper equipment in the shop the workmanship required in the two types is about the same for really good construction except that the light connecting rods and pistons for the small motor together with its lubri-cation system will entail a slight addi-tional expense; this will be more than compensated for by the smaller amount of adjusting of the small motor will also

The probability is that the most suitable motor for service here would be a compromise between the two types, designed to give well sustained torque up to about 2,000 feet piston speed, and for a five passenger car, having about 4.000 to 4.500 c.c. for a four cylinder motor and about 5,500 to 6.000 c.c. for a six.

Broadly it seems that the moment the purchasing public realize that for given service with the average type of car being built in this country they are paying altogether too much, there will be a very marked demand for the smaller and more economical machine. economical machine.

*Read before the metropolitan section of he Society of Automobile Engineers on

Maxwell Roadster Is Here



tive machine in the moderate price field

High-Priced Tires Since Our Reductions, 16 Makes Cost You More Than Goodyears

The facts are these:

No-Rim-Cut tires, because of costly features, used to cost onefifth more than other standard tires.

Yet they excelled so far that they soon outsold any other tire in the world, as they do today.

With mammoth output came lower factory cost. Our overhead cost dropped 24 per cent. New factories, new machinery, new efficiency brought costs down and down.

And we dropped our profits until last year they averaged 6½ per cent.

During 1913 No-Rim-Cut prices dropped 28 per cent. Largely, of course, because of rubber reductions. They reached a point which other makers of good tires do not care to reach.

Now 16 makes sell higher than Goodyear prices - some almost one-half higher. And every tire user wants to know what justifies these prices.

Our answer is this:

Those higher prices can't be justified in any way whatever.

We have had scores of experts working for years to find ways to better No-Rim-Cut tires. And they all agree that better tires are impossible.

Then No-Rim-Cut tires have four costly features found in no other tire. One makes rim-cutting impossible. One saves countless blow-outs, and it adds to our tire cost \$1,500 daily.

One lessens by 60 per cent the danger of loose treads. And one is our double-thick All-Weather tread.

Mark this. Not another tire at any price has one of these costly features.

Lower prices are easily explained. Higher prices lack a single shred of basis, save smaller output or a larger

profit. Those are the facts.

You don't care to pay for chimerical advantage, and extra price buys nothing else.

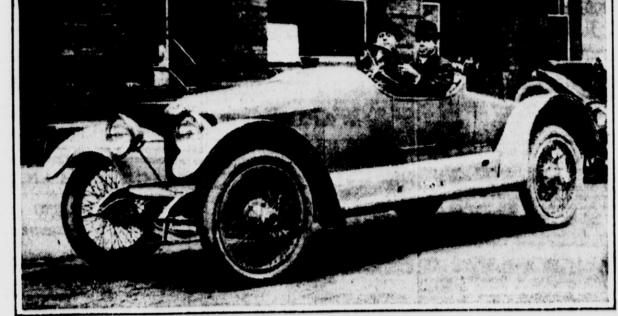
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

No-Rim-Cut Tires

With All-Weather Treads or Smooth

Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.

Showing a Roadster of Premier-Weidely Line



This is a roadster on the Premier-Weldely chassis. Jack Clark is at the wheel; E. S. Partridge at